

Message Text

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PAGE 01 MELBOU 01035 220626Z

15

ACTION CU-04

INFO OCT-01 EA-10 ISO-00 EB-07 /022 W

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R 220534Z JUL 75

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 2881

INFO USIA WASHDC

USDOC WASHDC

AMEMBASSY CANBERRA

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS MELBOURNE 1035

E O 11652 N A

TAGS BEXP, PTR, AS

SUBJ: BIOMEDICAL STAG OR VOL SPEAKER FOR AUSTRALIA

1. BACKGROUND: THE US\$30 MILLION AUSTRALIAN BIOMEDICAL EQUIPMENT IMPORT MARKET HAS GROWN IN RECENT YEARS AT AN ANNUAL RATE APPROACHING 15 O/O; THE RECENT INTRODUCTION OF A NATIONAL HEALTH PLAN, AS WELL AS INCREASING PRESSURES, COUNTRYWIDE FOR BETTER MEDICAL CARE GENERALLY, SHOULD INCREASE THIS GROWTH RATE OVER THE NEXT SEVERAL YEARS. THE U.S. SHARE OF THIS IMPORT MARKET, ABOUT ONE QUARTER, HAS REMAINED RELATIVELY CONSTANT OVVER THE LAST FEW YEARS, WHILE OTHER COUNTRIES, NOTABLY JAPAN, HAVE SIGNIFICANTLY INCREASED THEIR MARKET PENETRATION.

2. THE FY 1976 COUNTRY COMMERICAL PROGRAM (CCP) FOR AUSTRALIA INCLUDES AS ONE OF ITS MAIN THEMES A CAMPAIGN TO INCREASE U.S. SALES OF BIOMEDICAL EQUIPMENT ON THE AUSTRALIAN MARKET. THIS CAMPAIGN SHOULD ENABLE U.S. SUPPLIERS OF BIOMEDICAL EQUIPMENT TO CAPTURE AS MUCH AS AN ADDITIONAL 6 O/O OF THIS MARKET, FOR AN EXPORT DOLLAR GAIN APPROACHING US\$2 TO 3 MILLION.

3. ACTION REQUESTED: (A) AN AMSPEC OR VOL SPEAKER- PREFERABLY AN EXPERT FAMILIAR WITH NEW ADVANCES ACROSS A WIDE UNCLASSIFIED

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PAGE 02 MELBOU 01035 220626Z

RANGE OF AMERICAN MEDICAL TECHNOLOGY AND, IF POSSIBLE, A WELL

KNOWN FIGURE IN THE MEDICAL PROFESSION AS WELL - COULD PROVIDE
A MAJOR IMPETUS TO THIS ASPECT OF THE 1976 CCP BIOMEDICAL
CAMPAIGN. ACCORDINGLY, REQUEST INVESTIGATION OF PROSPECTS
FOR FY 76 SCHEDULING OF AN AUSTRALIAN VISIT FOR SUCH A
SPEAKER, OR SPEAKERS, INCLUDING, IF POSSIBLE, SPEECHES AND/OR
SEMINARS IN THE CITIES OF MELBOURNE, SYDNEY, CANBERRA, BRISBANE
AND PERTH.

(B) WOULD ALSO APPRECIATE INFORMATION ON POSSIBLE AVAILABILITY
OF BIOMEDICAL FILMS OR VTRS, PARTICULARLY IN AREAS OF HIGH
TECHNOLOGY U.S. MADE MEDICAL EQUIPMENT.
BRAND

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